

10% OFF KITCHEN PACKAGE

Promotional Initiative

TARGET

Secure the mindshare and purchase consideration of renovation driven consumers. Incentivizing (or rewarding) the purchase of multiple kitchen appliances - via a 10% discount. Providing expanded 'access' to the Miele brand.

CALL-TO-ACTION

Receive a 10% discount off the purchase price of qualifying built-in appliances - when purchased in the following combination:

- 1 Range OR
Cooktop/Rangetop & Convection Oven (single or double)
- 2 Dishwasher
- 3 Choose at least one additional qualifying appliance*
*excluding vacuum cleaners, laundry, countertop coffee, accessories and trim kits

All incremental built-in appliances are eligible for a 10% discount (UMRP).

PROMOTIONAL TIMING

- 1 Purchase applicable Miele products
between January 1st - March 31st, 2017
- 2 Pre-register your order at www.mielerebates.com
- 3 Receive delivery by November 30th, 2017
- 4 Complete your rebate claim by returning to
www.mielerebates.com by December 15th, 2017
- 5 Allow six to eight weeks for fulfillment (post submission)

TERRITORY COVERAGE

Nationwide (applicable in all AMDS and non-AMDS territories)

10% OFF KITCHEN PACKAGE Dealer Marketing Kit

PRINT ADVERTISEMENT

Now you can have the kitchen you've always imagined.

Act now and save 10%* on a Miele Kitchen Package.

To take advantage of this special offer:

- 1 First, select a Miele Range or Cooktop/Rangetop & Convection Oven
- 2 Then, choose a Miele Dishwasher
- 3 Finally, choose at least one additional qualifying Appliance*

Offer available at

123 Main Street,
Anytown, ST 00000

(123) 456-7890

companyURL.com

Store Hours
Mon-Weds: 9-6 pm
Thurs-Fri: 9-6 pm
Sat-Sun: 10-5 pm

YOUR
LOGO
HERE

*For more information on the terms and conditions, please visit mieleusa.com/promotions



AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

- Print Advertisements
- Digital Banners
- Website Materials
- Point-of-Sale Collateral

Additional applications can be facilitated through the Marketing Department.

All assets can be sized and co-branded to dealer specification.

For a complete overview of available resources and assets, visit mieleappliancecare.com.

DIGITAL BANNERS

Now you can have the kitchen you've always imagined.

Miele

Act now and save 10%* on a Miele kitchen package.

Miele

Act now and save 10%* on a Miele kitchen package.

Offer available at YOUR LOGO HERE

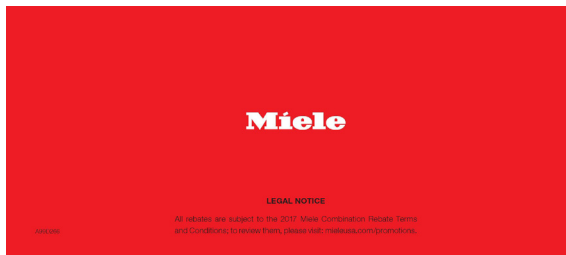
Learn More > Now through March 2017 **Miele**

10% OFF KITCHEN PACKAGE

Dealer Marketing Kit

POINT-OF-SALE

Consumer Pamphlet (A99D266)



To take advantage of this special offer:

- 1 Purchase applicable Miele products between January 1st – March 31st, 2017
- 2 Pre-register your order at www.mielebates.com
- 3 Receive delivery by November 30th, 2017 and then complete your claim* by returning to www.mielebates.com by December 15th, 2017

Package A

Purchase a range, dishwasher, and an appliance of your choice to receive 10% off.

At least one additional qualifying appliance.

Package B

Purchase a cooktop/range/oven and a convection oven, along with a dishwasher, and an appliance of your choice to receive 10% off.

At least one additional qualifying appliance.

If you have any questions, email: mielebates@adcooop.com or call the toll free number 888-980-6136

*Excludes: Vacuums, Laundry, Countertop Coffee, Accessories, Trim Kits. *Note: You will need to register all product serial numbers for claiming purposes.

Miele

Tabletop Display (A99D267)



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Package A

Purchase a range, dishwasher, and an appliance of your choice to receive 10% off.

At least one additional qualifying appliance.

Package B

Purchase a cooktop/range/oven and a convection oven, along with a dishwasher, and an appliance of your choice to receive 10% off.

At least one additional qualifying appliance.

Learn more about this promotion at: mieleusa.com/promotions.

*Excludes: Vacuums, Laundry, Countertop Coffee, Accessories, Trim Kits. *Note: You will need to register all product serial numbers for claiming purposes.

Miele



MARKETING KIT

10% OFF KITCHEN PACKAGE

Miele Communication Touchpoints

FEATURED MIELE COMMUNICATION TOUCHPOINTS

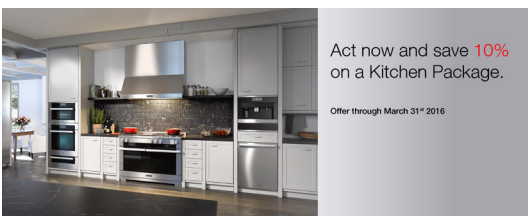
- Prominent web banner placement throughout mieleusa.com:
 - Home Page
 - Category Pages
 - Product Pages
- Dedicated promotional landing page (mieleusa.com/promotions)
- Featured digital banners on MieleDirectSeller.com
- Inclusion throughout Miele's Experience Centers:
 - Screensavers on interactive monitors (KAVs)
 - Eblasts to MEC databases
 - Event mentions
- Promotion on Miele's social media & press platforms:
 - Twitter
 - Facebook
 - Instagram

MIELE PLATFORMS

All 'call-to-action' offers will be highlighted and promoted throughout Miele's branded communication platforms (both on & offline).

All tactics will feature imagery and messaging consistent with that appearing within Miele's Dealer Marketing Kits.

Mieleusa.com - Home Page Banner:



MEC - Screensaver:



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Promotional Initiative

Terms and Conditions of 2017 Miele® Combination Rebate. (1) This promotional offer (the “Rebate”) from Miele, Inc. (“Miele”) provides an up to ten percent (10%) manufacturer’s rebate on qualifying Miele appliances sold as a combination (the “Purchased Appliances”). The combination of Purchased Appliances must include: (a) a Miele range OR cooktop / rangetop & convection oven; (b) a Miele dishwasher; and (c) at least one additional Miele appliance of choice (excluding vacuum cleaners, laundry machines, countertop coffee makers, accessories and trim kits). (2) The Rebate only applies to the advertised price of the Purchased Appliances and shall not apply to any installation services, taxes (including sales tax), delivery services, disposal services or any other fees. (3) Only end users (consumers) may benefit from the Rebate. The Rebate shall not apply to builders, wholesale buyers or any person or legal entity who offers for resale, or resells, the Purchased Appliances; in connection with such transactions or purchases, the Rebate shall automatically be void. (4) The Rebate may not be combined with any other offers or promotions. (5) The Rebate shall be valid only at participating authorized Miele dealers. For a list, please see <https://www.mieleusa.com/domestic/find-a-dealer-384.htm>. (6) The Rebate shall not be applied at the time of purchase of the Purchased Appliances. To receive and qualify for the Rebate, the retail end user shall submit an online or mail-in Rebate claim and copies of all of the required supporting documents (i.e., a valid order invoice, valid proof of payment and valid proof of delivery). (7) All Rebate claims shall be (a) submitted online at www.mielerebates.com on or before December 15, 2017 or (b) delivered by U.S. mail using the relevant Rebate order form with a postmark dated on or before December 15, 2017 to Miele Rebates PO Box 1919 Memphis TN 38101; please allow 6-8 weeks for processing and issuance of the Rebate. If delivered by U.S. Mail, only originals of the required supporting documents shall be acceptable. Please make sure to make and retain copies of the originals. (8) To qualify for the Rebate, the Purchased Appliances must be (a) ordered in person at the store of an authorized Miele dealer during the Rebate period of January 1, 2017 through and including March 31, 2017 (EST) (the “Rebate Period”), (b) all on one (1) order submitted at one time and (c) delivered to the qualifying customer’s address on or before November 30, 2017. (9) Purchases made on or before December 31, 2016 shall not qualify for the Rebate. Purchases made on or before December 31, 2016, and subsequently cancelled and reissued during the Rebate Period shall not qualify for the Rebate. Purchases made during the Rebate Period and subsequently cancelled and reissued after the Rebate Period shall not qualify for the Rebate. (10) The Rebate on the Purchased Appliances shall be limited to one (1) Rebate per household except in Rhode Island or where prohibited by law. (11) In the event any of the Purchased Appliances are returned to Miele or a Miele dealer after a Rebate has been issued, the Rebate shall be forfeited and must be refunded to Miele in its entirety at the purchaser’s expense. (12) The purchaser shall be eighteen (18) years or older. (13) Online purchases shall not qualify for the Rebate. No phone orders shall be accepted. (14) The Rebate shall be voidable at any time at Miele’s discretion if the retail end user shall not produce a valid order invoice, valid proof of payment and valid proof of delivery; or if the retail end user shall otherwise violate the applicable rules. The end user shall make and keep copies of all documents related to the Rebate and the Purchased Appliances. (15) No substitutions shall be allowed. (16) The Rebate is only available to residents of the fifty (50) states of the United States of America and the District of Columbia. The Rebate is not valid for residents of Puerto Rico, the U.S. Virgin Islands and any other territories or possessions of the United States of America. (17) Any misrepresentation by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Rebate; Miele reserves its right to refer such person for civil or criminal prosecution. (18) Miele may amend or discontinue the Rebate at any time with or without notice, including after an order is placed. In no event shall Miele be liable for more than the amount of the Rebate. (19) The above terms and conditions are severable and, if one or more provisions shall not be valid under applicable law, the remainder shall be enforceable to the maximum extent permitted by applicable law.